PointBox®

# 5 ways connecting your PMS to a channel manager will increase bookings

Your property management system (PMS) is the hub of your hotel's operations, processing everything from reservations and guest information to check-in and check-out times. But are you using yours to its full potential? Does your PMS help you automate daily operations, increase efficiency, save time, reduce costs and avoid errors?

If your answer is "no", then you're probably not taking advantage of your PMS' most essential capability - **its ability to integrate with a channel manager.**

A two-way connection between a PMS and channel manager is critical for hotels in today's competitive online marketplace.

A channel manager builds a link between your PMS and your chosen online travel agencies (OTAs). Information is then instantly exchanged over this two-way connection from your hotel to the booking site.

Here's a simple visualisation to help you understand the two-way data flow between each system:

Availability	Rates	Bookings
PMS → Channel manager → OTA	PMS → Channel manager → OTA	OTA → Channel manager → PMS
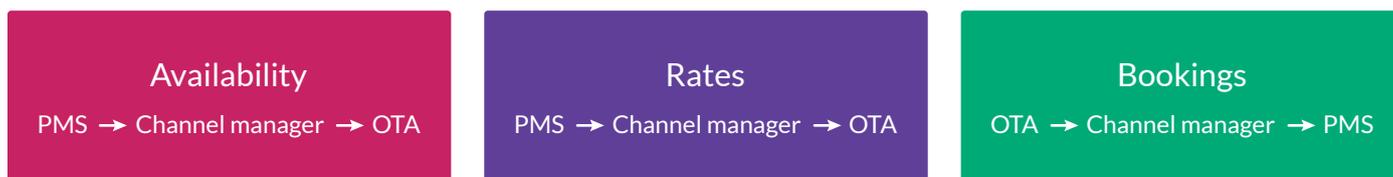
Now, let's look at how you can get more bookings and revenue by integrating your PMS with a channel manager.

1 List all your rooms on all booking channels

A channel manager automatically updates room availability and rates across multiple OTAs in real-time. Bookings made on any OTA will be instantly reflected in your PMS, meaning there is no discrepancy between the availability of rooms on various channels.

Without a channel manager, you have to split your inventory between all the online booking channels on which your hotel is listed, and constantly monitor and shuffle rooms around. But with a channel manager's pooled inventory model, you can provide all your OTAs with all of your rooms at once - and never miss a booking.

2 Cancellations are processed instantly

Similarly, this integration updates booking cancellations or modifications on all distribution channels, so you don't miss out on any opportunities to make a sale. In simple terms, your hotel's updated inventory and rates are reflected across all channels, so any cancelled rooms are bookable again in minutes.

3 Reduced risk of overbookings

Overbookings are a massive challenge for hoteliers who don't have an integrated PMS and channel manager. They occur when you accept bookings without having a clear picture on how many rooms are sold, how many of them are vacant and how many of them are under maintenance during a specific time period.

When accommodation is purchased via one of these OTAs, your PMS updates itself, without the need for manual entry. Meanwhile, rates, availability and restrictions are automatically sent from your PMS back to the OTAs. This means you can maximise room inventory and revenue with minimal risk of overbooking.

4 Attract more international guests

Being visible online is particularly important if you want to attract foreign guests to your hotel. You need to identify the specific regions you want to target, connect with leading and popular OTAs of those regions, and the integration will do the rest of the job for you.

5 You can list your rooms on extra OTAs

Guests typically use multiple booking sites to plan their travel, so it makes sense to list your rooms on as many OTAs as possible.

Without integrated systems, each site adds extra work, since you'd have to log in to each OTA's extranet to update rates and inventory every time you get a booking. But when your PMS and channel manager are connected, the latter can broadcast the live availability and rates at your hotel to an endless number of OTAs within your distribution network.

Ready to get more out of your PMS?

Your PMS performs a lot of the tasks at your hotel, but it needs to connect and communicate with other technology to be most effective.

If you already have a channel manager, but haven't integrated the two systems, you're missing out on sales opportunities. What are you waiting for?

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